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**DOH-PINELLAS ENCOURAGES FLORIDIANS TO
QUIT TOBACCO FOR THE AMERICAN CANCER
SOCIETY'S GREAT AMERICAN SMOKEOUT
NOV. 21**



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The Florida Department of Health in Pinellas County (DOH-Pinellas) is encouraging Floridians to use Tobacco Free Florida's free tools and services to make a plan to quit smoking for the American Cancer Society's 44th annual Great American Smokeout on Thursday, Nov. 21.

Tobacco Free Florida aims to educate Floridians on the various free quit resources available in the state and support them through the process – on the Great American Smokeout and year-round.

Many Pinellas-based businesses are using the Great American Smoke-out to encourage smokers to quit for a day as well as encouraging non-smokers to give up something they love like sugar, cookies etc.

Most adult cigarette smokers say that they want to quit, but quitting smoking is hard and may require several attempts. Creating a quit plan and using proven-effective resources, like Tobacco Free Florida, can significantly increase your chances of quitting smoking for good. Smokers can and do quit smoking. In fact, today there are more former smokers than current smokers in Florida.

Tobacco Free Florida's Quit Your Way program offers free Phone Quit, Group Quit and Web Quit services, in addition to individual tools like texting support, a Quit Guide and helpful emails. Free nicotine replacement therapy – nicotine patches, gum or lozenges – are available to tobacco users who are 18 or older, if medically appropriate.

For more information about Quit Your Way, please visit tobaccofreeflorida.com/quityourway.

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About Tobacco Free Florida

The Florida Department of Health's Tobacco Free Florida campaign is a statewide cessation and prevention campaign funded by Florida's tobacco settlement fund. Since the program began in 2007, more than 212,000 Floridians have successfully quit using one of Tobacco Free Florida's free tools and services. There are now approximately 451,000 fewer adult smokers in Florida than there was 10 years ago, and the state has saved \$17.7 billion in health care costs. To learn more about Tobacco Free Florida's Quit Your Way services, visit www.tobaccofreeflorida.com or follow the campaign on Facebook at www.facebook.com/TobaccoFreeFlorida or on Twitter at www.twitter.com/tobaccofreefla.